

# ORDER



**Orders**  
**Order / Rev:** 712668  
**Alt Order #:** 06310273  
**Product Desc:** 331 FREEDOM PAC  
**Estimate:** 331  
**Flight Dates:** 09/17/12 - 09/23/12  
**Original Date / Rev:** 09/11/12 / 09/13/12  
**Order Type:** Political

**Primary AE:** Alex Lavin  
**Sales Office:** T-LA  
**Sales Region:** NAT

**Agency**  
**Name:** Target Enterprises/ POL  
**Buying Contact:** Kym Mason  
**Billing Contact:**  
 15260 Ventura Blvd, Suite 1240  
 Sherman Oaks, CA 91403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Freedom Pac  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	43	\$62,000.00	\$52,700.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$62,000.00	\$52,700.00	161.50
<b>Totals</b>	<b>43</b>	<b>\$62,000.00</b>	<b>\$52,700.00</b>	<b>161.50</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin	T-LA	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	09/17/12	09/21/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	5	\$1,350.00	P-3	5.80	NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$1,350.00		5.80				
E 2	WTSP	09/17/12	09/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	5	\$825.00	P-3	4.50	NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$825.00		4.50				
E 3	WTSP	09/17/12	09/21/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	5	\$825.00	P-3	5.00	NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$825.00		5.00				
E 4	WTSP	09/17/12	09/21/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	:30	5	\$1,600.00	P-2	3.90	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$1,600.00		3.90				
E 5	WTSP	09/17/12	09/21/12	CBS Evening News CBS Evening News	CM	630-7p	M-W-F--	:30	3	\$2,000.00	P-2	4.40	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-W-F--			3		\$2,000.00		4.40				
E 6	WTSP	09/17/12	09/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	5	\$4,000.00	P-2	5.70	NM	5	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$4,000.00		5.70				

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Advertiser: Freedom Pac  
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 Estimate: 331

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTSP	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	2	\$2,000.00	P-2	4.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					2	\$2,000.00		4.00			
E 8	WTSP	09/23/12	09/23/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$2,000.00	P-2	2.30	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$2,000.00		2.30			
N 10	WTSP	09/17/12	09/21/12	530-6a 530-6a 10 News	CM	530-6a	MTWTF--	:30	1	\$300.00	P-3	1.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					1	\$300.00		1.00			
N 11	WTSP	09/17/12	09/21/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	3	\$550.00	P-3	1.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$550.00		1.00			
N 12	WTSP	09/17/12	09/21/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	3	\$600.00	P-2	1.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$600.00		1.00			
N 13	WTSP	09/17/12	09/21/12	M-F 930-10a Inside Edition	CM	930-10a	MTWTF--	:30	2	\$200.00	P-3	1.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$200.00		1.00			
N 14	WTSP	09/17/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$950.00	P-3	1.50	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$950.00		1.50			
Totals													43	\$62,000.00	